



## **All-New 2005 Yakima Q Towers Released by Yakima Racks to Nationwide Car Rack Dealers**

*Engineered by Yakima Racks to replace the existing Q Tower model, this most current redesign of the company's flagship product significantly reduces the time and number of steps required in connecting the roof rack system to vehicles without rain gutters or factory racks.*

Montpelier, VT ([PRWEB](http://www.prweb.com)) June 1, 2005 -- ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company is featuring the all new Yakima Q Towers ( image available at <http://www.orsracksdirect.com/yakima-q-towers-roof-rack-component-8000124.html> ) for trucks and cars that do not have rain gutters or factory roof racks. Yakima Racks has redesigned the Q Towers with a new die-cast interior for even simpler installation on vehicles and longer lasting durability.

A core product for Yakima Racks since the company's inception, the all new Yakima Q Towers continue the legacy as the industry's most versatile multi-purpose base rack solution for truck cabs & cars without factory racks or rain gutters. Along with the individual component option, ORS Racks Direct explains it is packaging the product as a complete roof rack system ( image available at <http://www.orsracksdirect.com/yakima-q-towers-complete-car-roof-rack-0124.html> ) which includes four Q Towers, two cross bars and four Q Clips. The hundreds of Yakima Q Clips ( image available at <http://www.orsracksdirect.com/yakima-qclips.html> ) the company has developed, allowing the system to attach to virtually all vehicles that do not have rain gutters or factory roof racks, are also compatible with the 2005 Q Tower redesign.

"Our entire sales staff and rack installation team completed the most recent Yakima Rack product clinic, and everyone agrees the new design of the Yakima Racks Q Towers dramatically reduces the time and number of steps required in installing the system on car roofs," says Catherine Case, Consumer Relations and Sales Coordinator, ORS Racks Direct. "Our roof rack technicians previously installed these systems, on average, in ten minutes. The new design has easily cut this in half. Best of all, our customers that prefer to do the work themselves will be able to do the job from start to finish in about fifteen to twenty minutes. "

The set of four Yakima Q Towers has a minimum suggested retail price of \$130.00 and the complete Q Tower base rack system has a minimum suggested retail price of \$230.00.

### **About Yakima Products, Inc.**

A wholly owned subsidiary of Watermark, and headquartered in Beaverton, Oregon, Yakima Racks is the market leader in the United States for branded, high end, multi-sport roof racks, trunk mount, hitch mount and truck racks. The company designs and manufactures premium quality car rack systems for transporting cargo gear. Systems include bike, ski, snowboard, canoe and kayak racks.

### **About ORS Racks Direct**

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of car and truck rack systems. Representing the industry's most respected manufacturers, including Yakima Racks and Thule Racks, the company offers high quality truck rack, bicycle rack, ski-snowboard rack, canoe-kayak rack and sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.



Their full line of Yakima Roof Racks are available for review at <http://www.orsracksdirect.com/yakima-roof-racks-base-systems.html>. For more information on the complete line of Yakima Racks offered visit <http://www.orsracksdirect.com/yakima-racks.html>

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